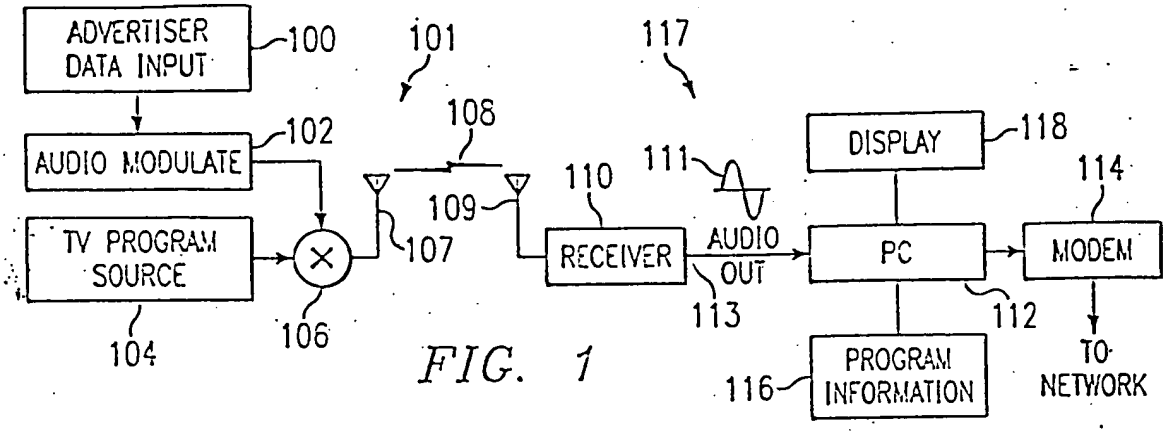


FIG. 1

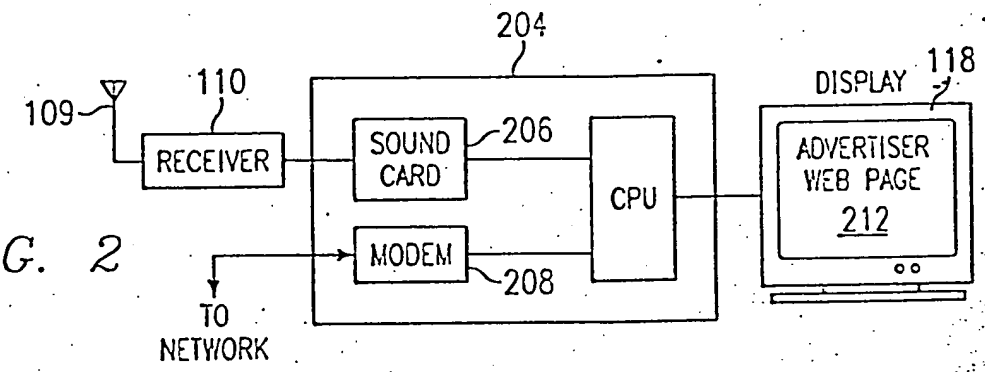


FIG. 2

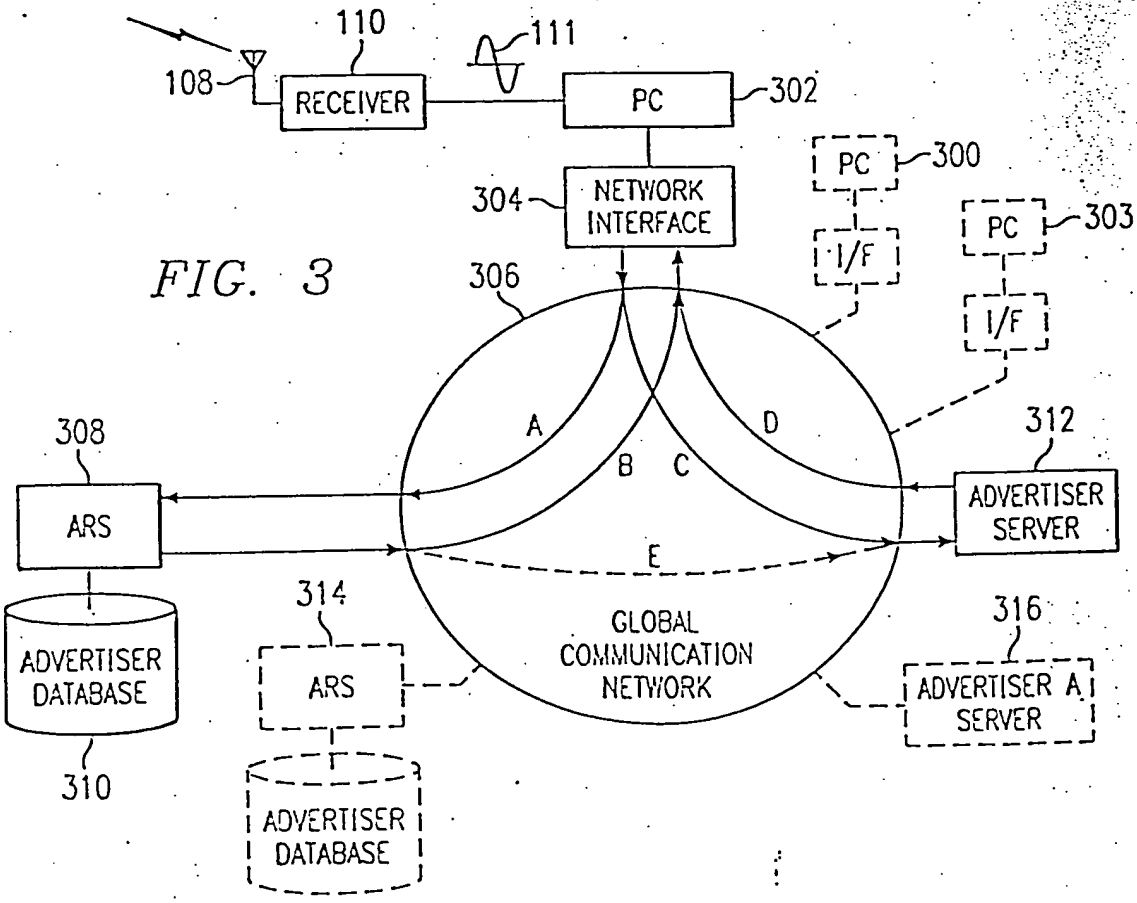


FIG. 3

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

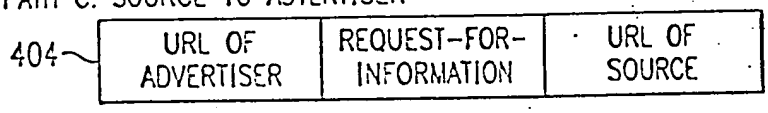


FIG. 4c

PATH D: ADVERTISER TO SOURCE

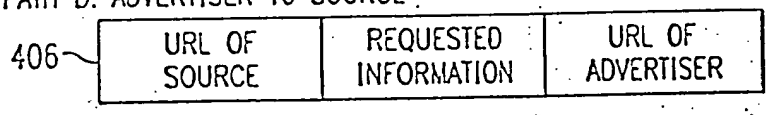


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

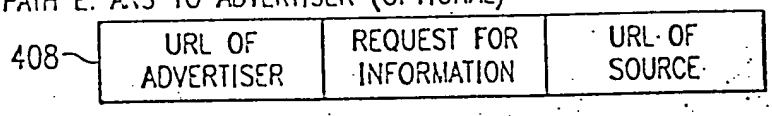


FIG. 4e

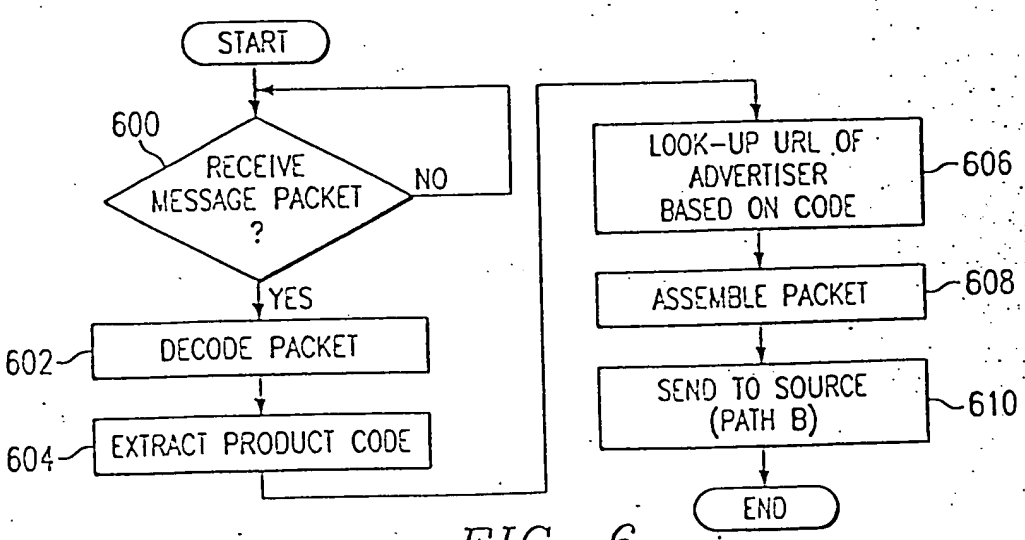


FIG. 6

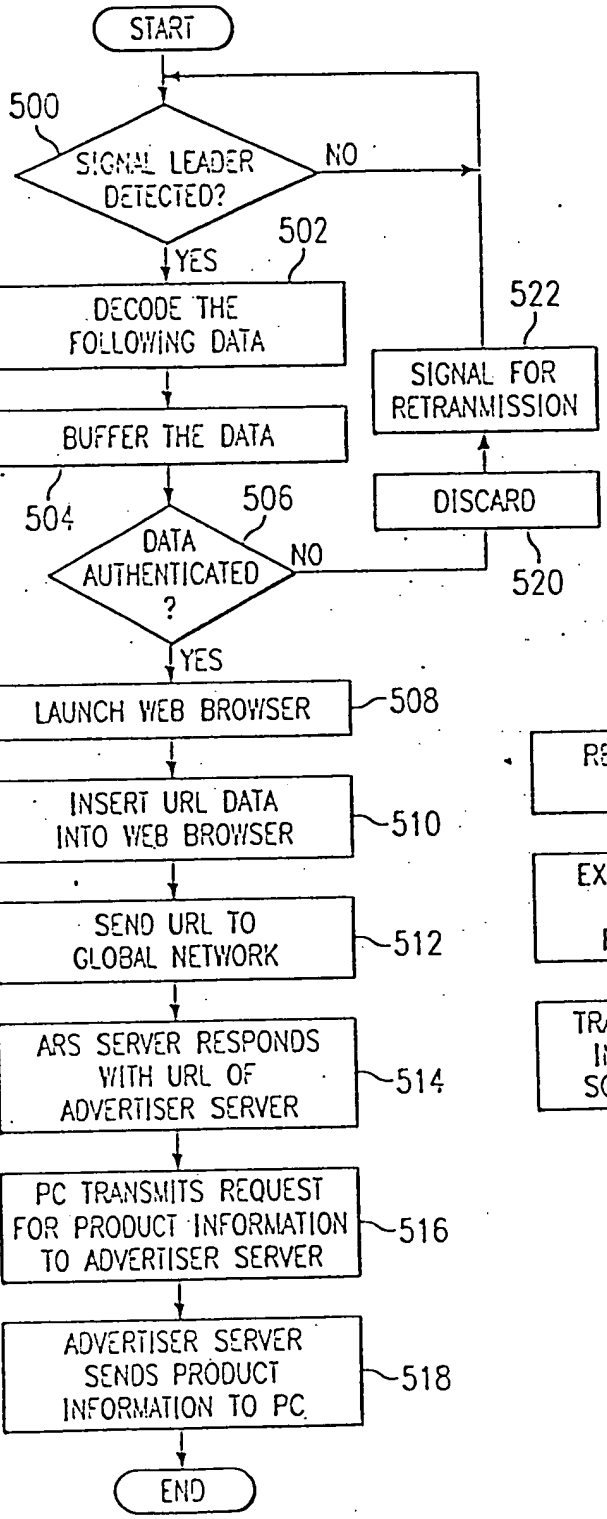

START
500
SIGNAL LEADER DETECTED?
NO
YES
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
NO
YES
522
SIGNAL FOR RETRANMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

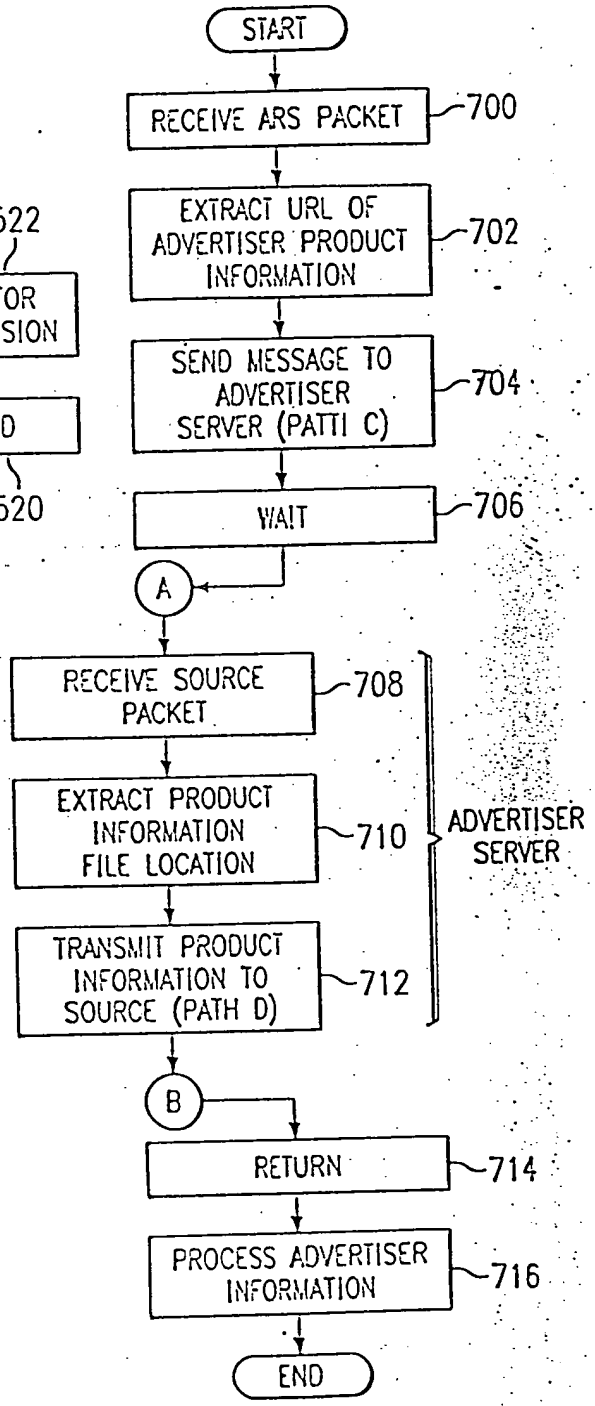

START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATTI C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

PHLY-24,667

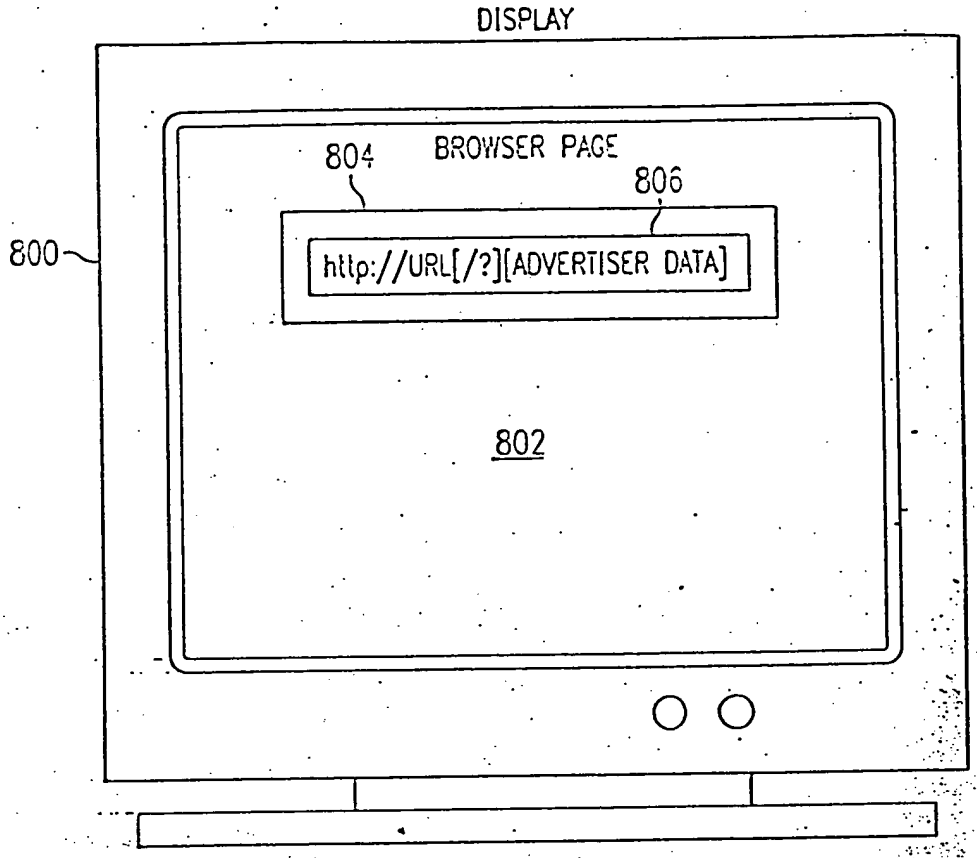
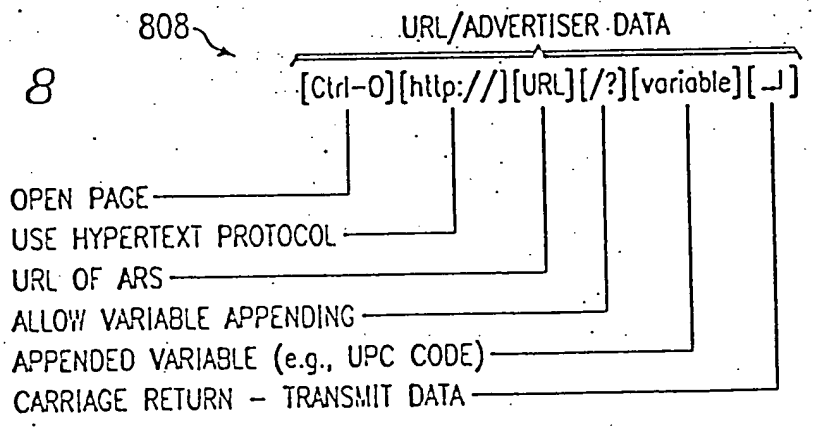


FIG. 8



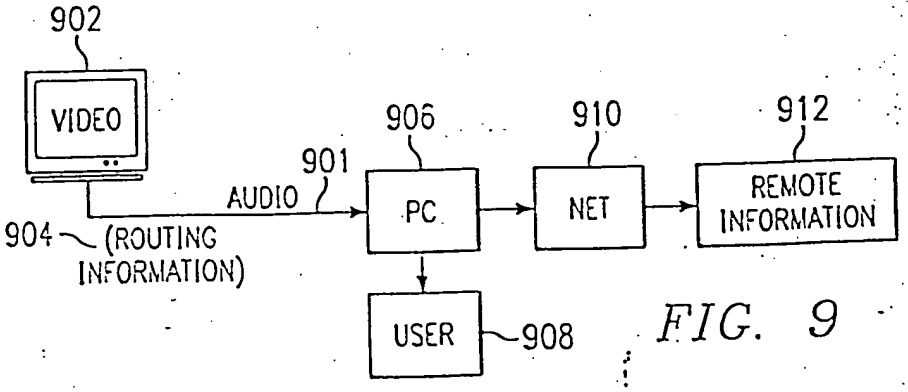


FIG. 9

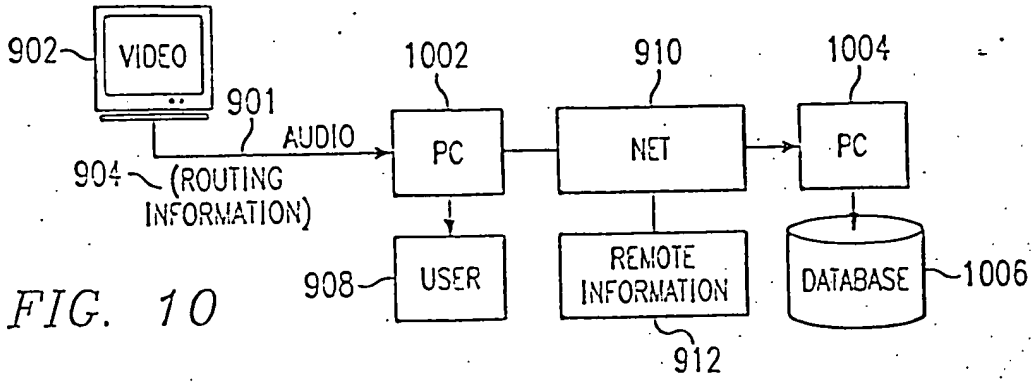


FIG. 10

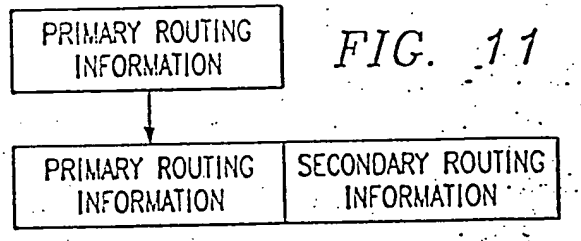


FIG. 11

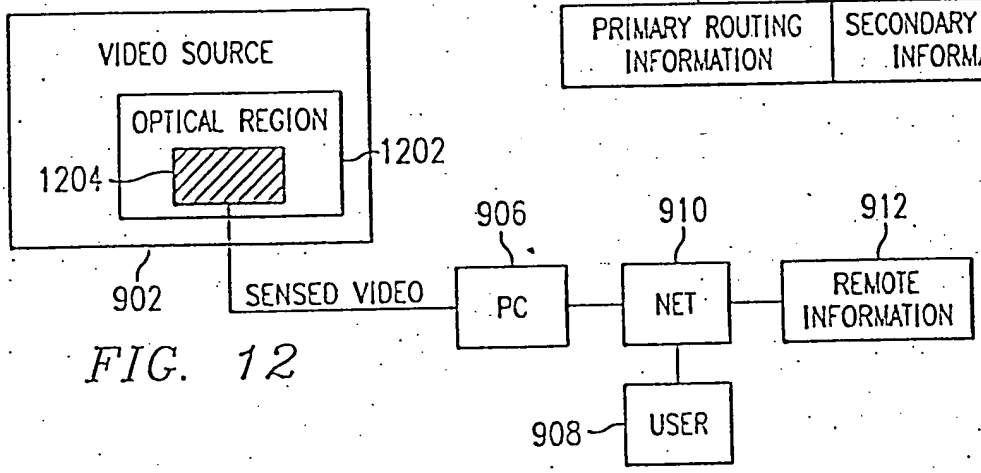


FIG. 12

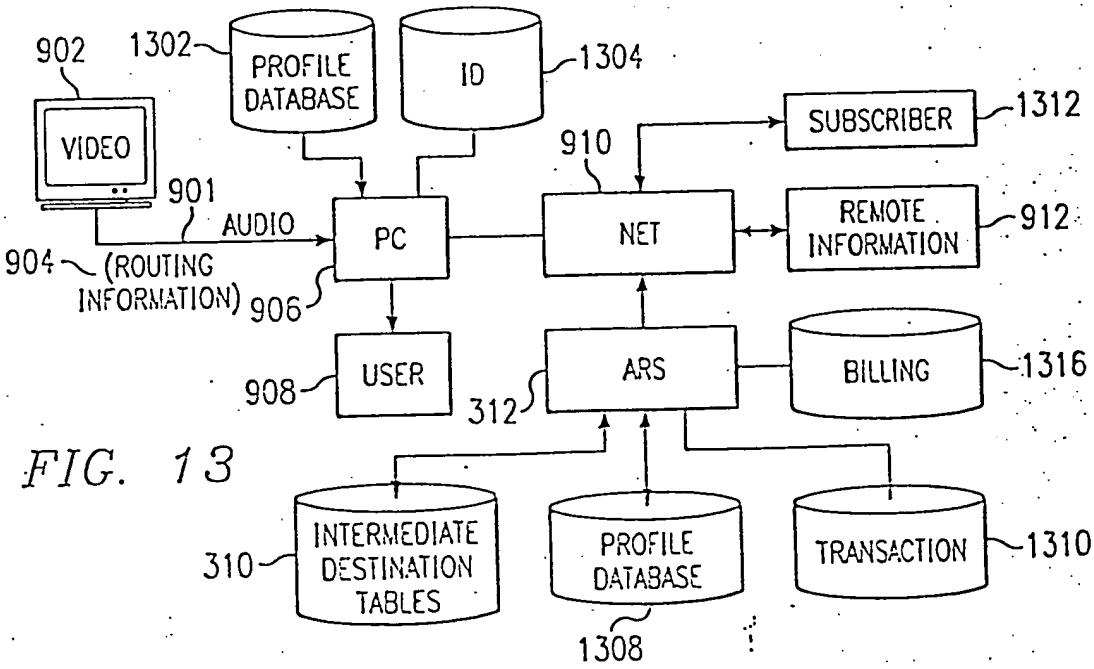


FIG. 13

PHLY-24,667

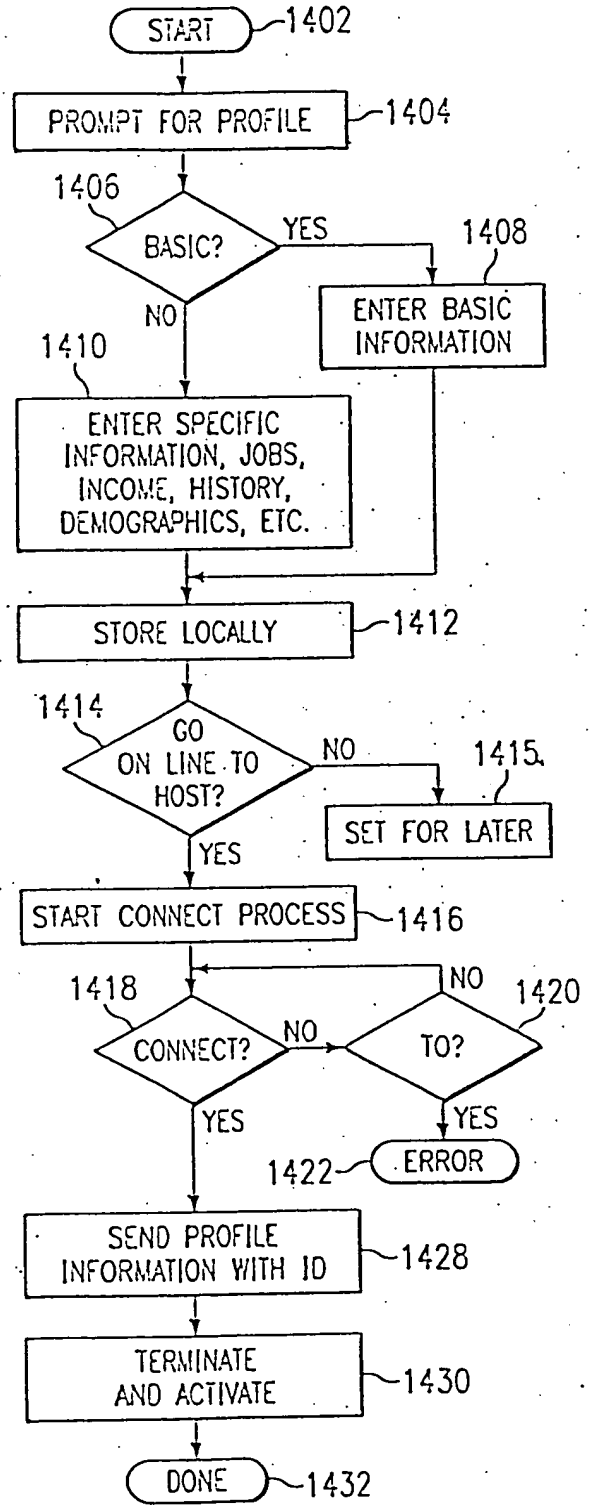


FIG. 14

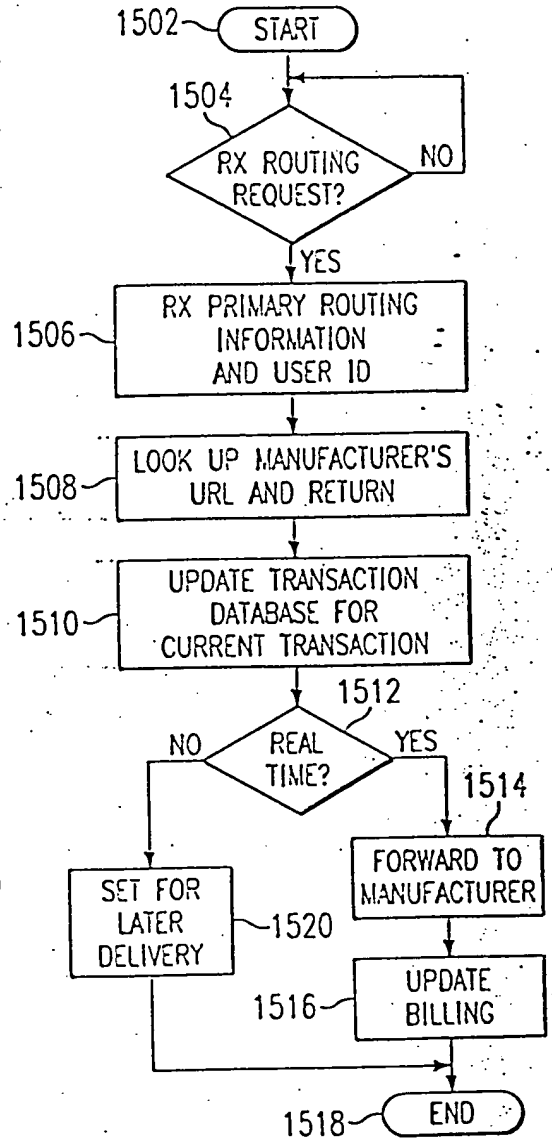


FIG. 15

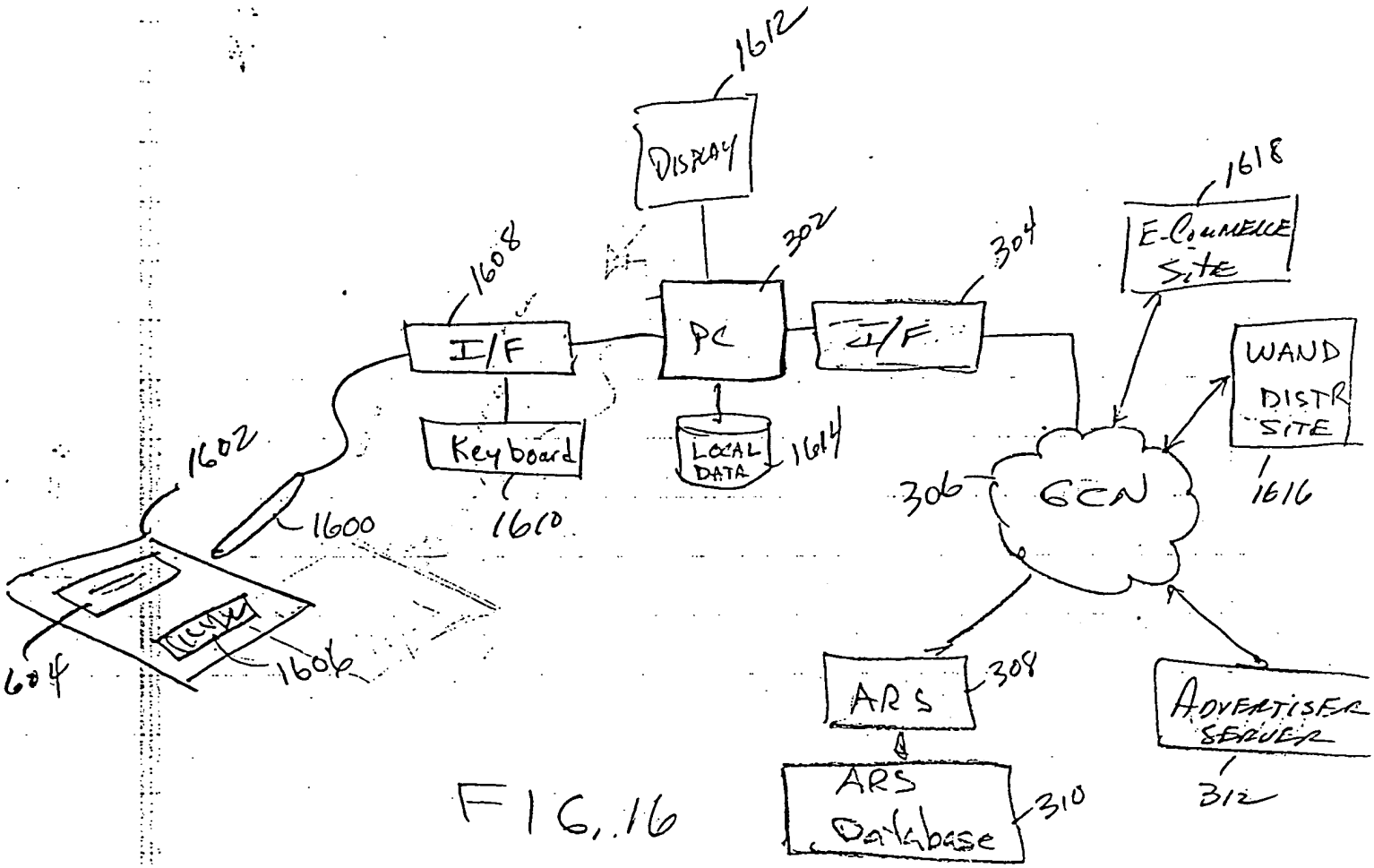

1612
DISPLAY
1618
E-COMMERCE SITE
1608
I/F
302
PC
304
I/F
WAND DISTR SITE
1602
KEYBOARD
LOCAL DATA
1614
1600
1610
306
GCN
1616
ARS
308
ADVERTISER SERVER
ARS Database
310
312

FIG. 16

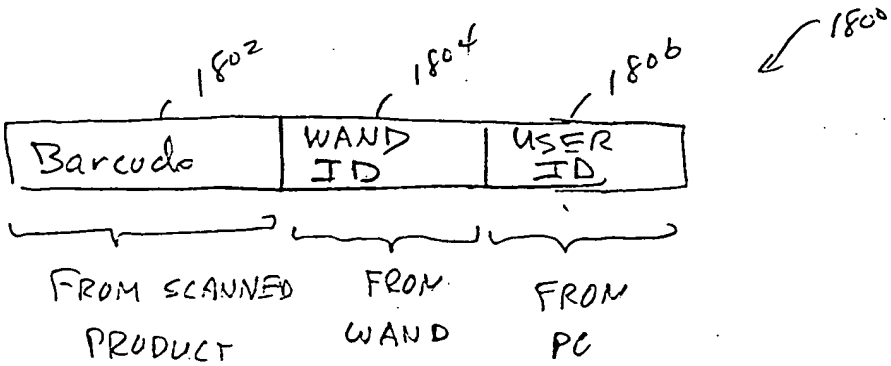

1800
1802
1804
1806
Barcode
WAND ID
USER ID
FROM SCANNED PRODUCT
FROM WAND
FROM PC

FIG. 18

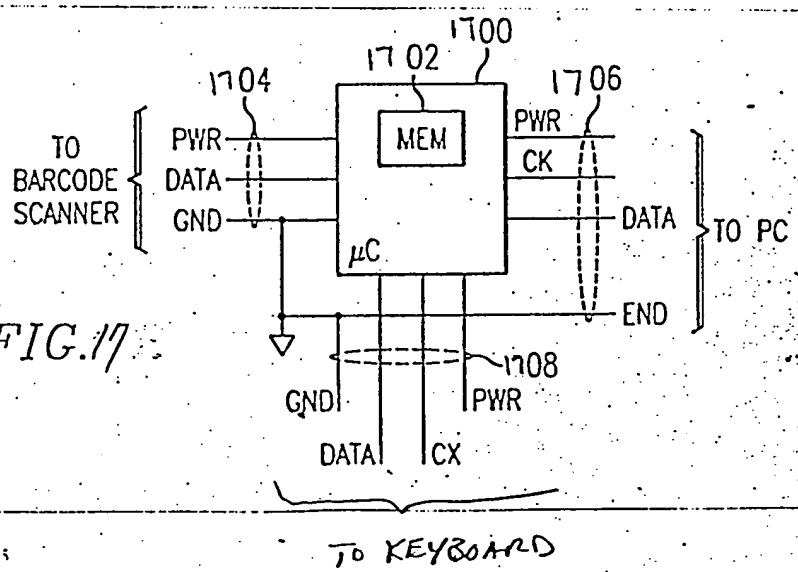

1700
1702
1704
1706
MEM
μC
TO BARCODE SCANNER
PWR
DATA
GND
PWR
CK
DATA
END
TO PC
1708
GND
PWR
DATA
CX
TO KEYBOARD

FIG. 17

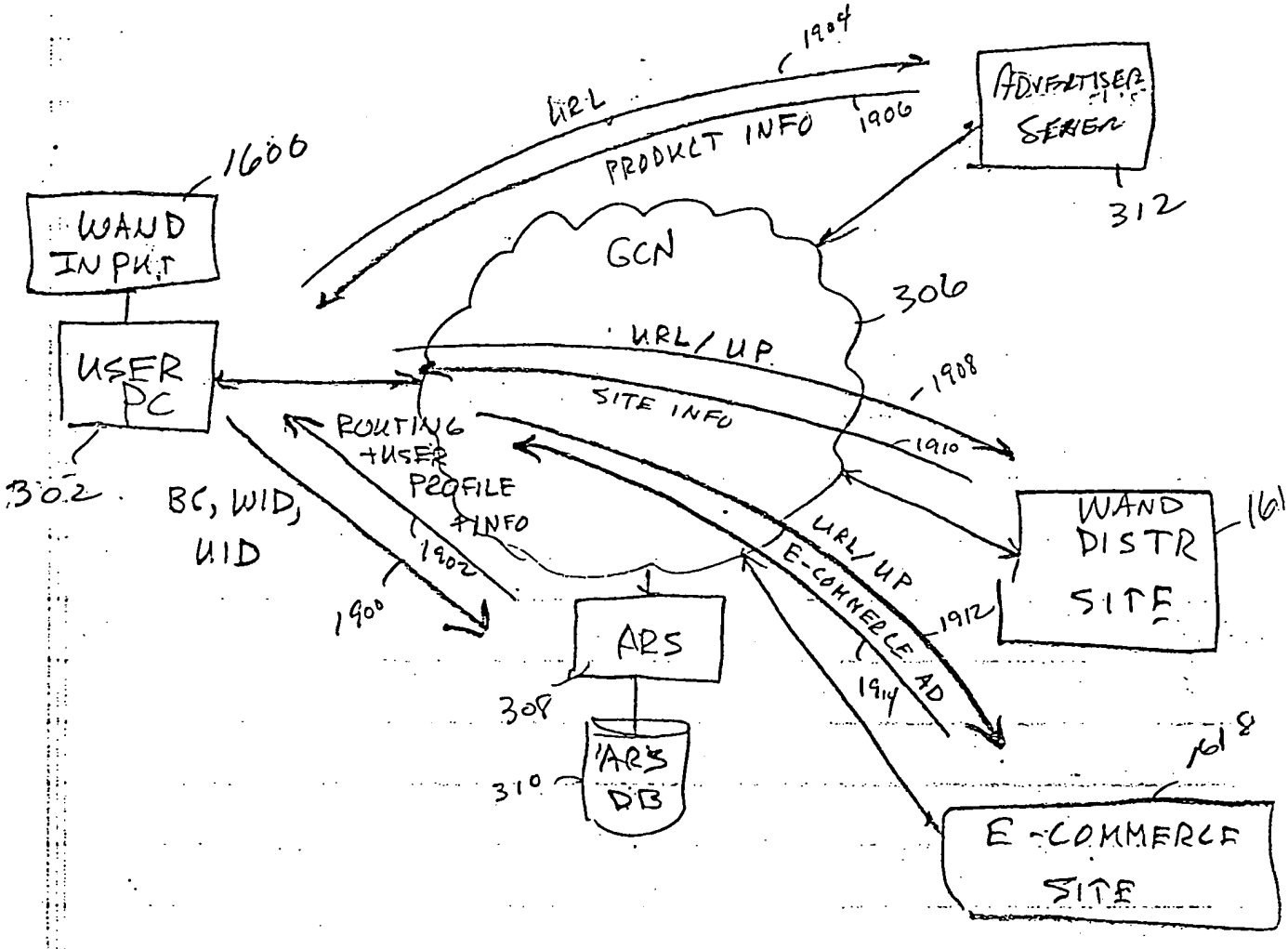

1904
URL
PRODUCT INFO
1906
ADVERTISER SERVER
312
1606
WAND INPUT
GCN
306
USER PC
URL/UP
1908
SITE INFO
1910
302
BC, WID, UID
ROUTING + USER PROFILE INFO
1902
1900
WAND DISTR SITE
1616
URL/UP
E-COMMERCE AD
1912
ARS
308
1914
ARS DB
310
E-COMMERCE SITE
1618

FIG. 19

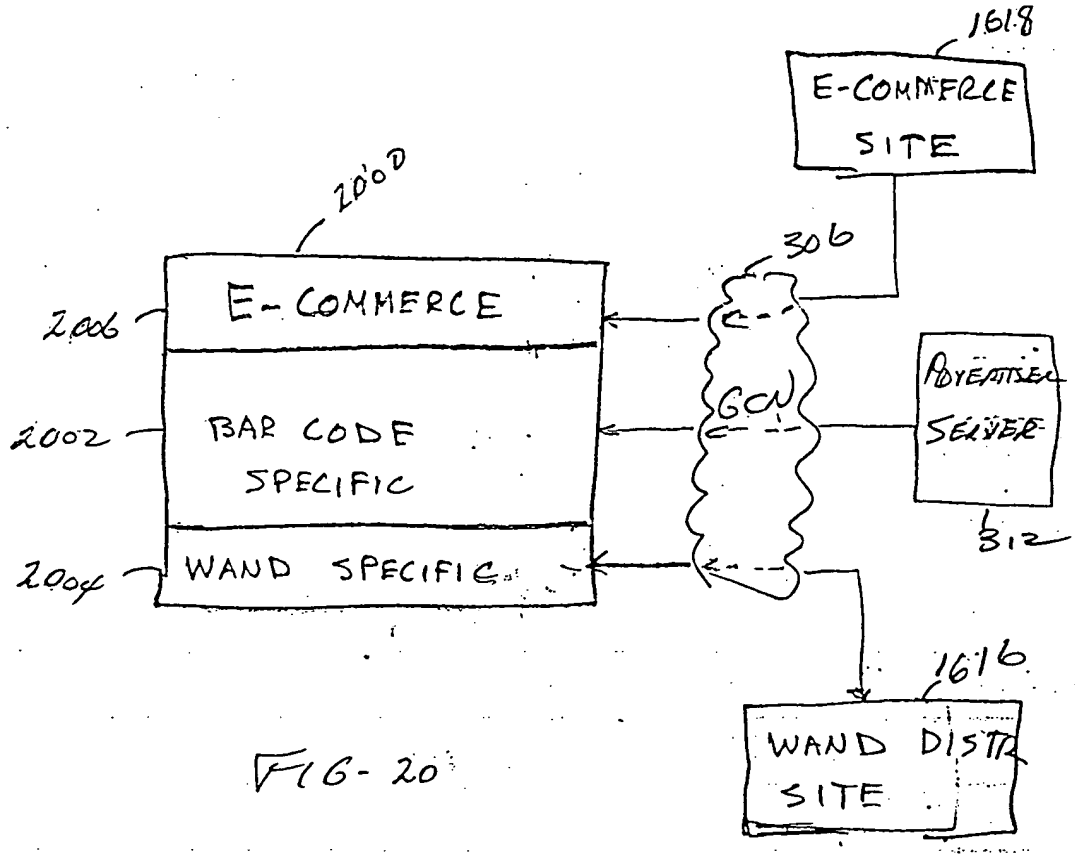
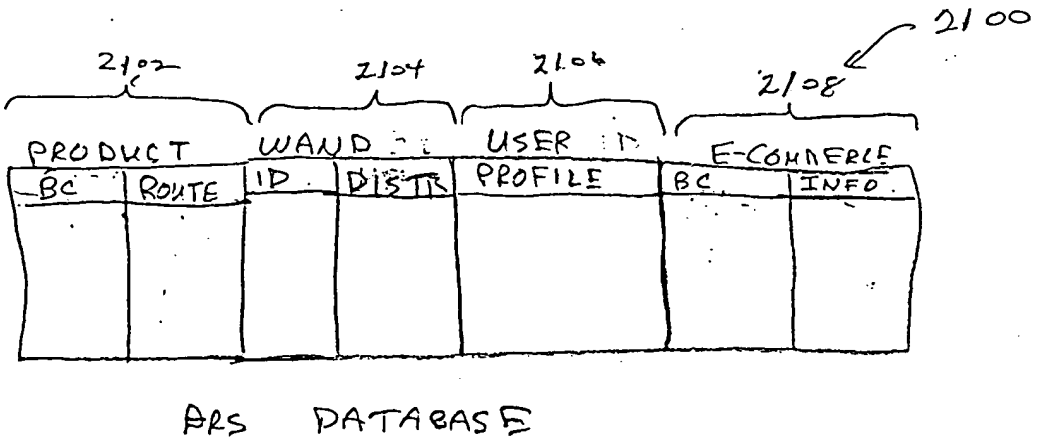


FIG-20



ARS DATABASE

FIG. 21

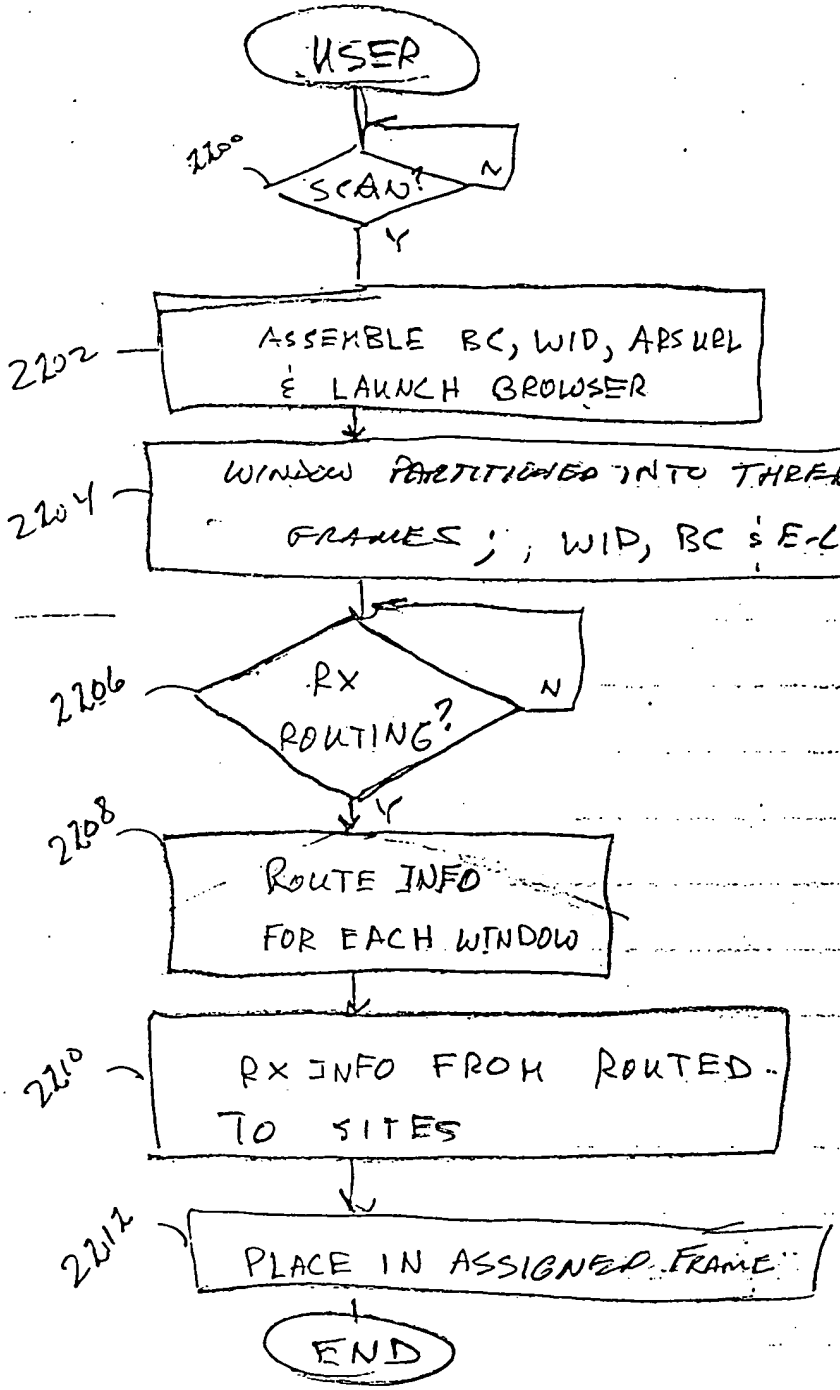

USER
2200
SCAN?
N
Y
2202
ASSEMBLE BC, WID, APSUEL & LAUNCH BROWSER
2204
WINDOW PARTITIONED INTO THREE FRAMES; WID, BC & E-COM
2206
RX ROUTING?
N
Y
2208
ROUTE INFO FOR EACH WINDOW
2210
RX INFO FROM ROUTED TO SITES
2212
PLACE IN ASSIGNED FRAME
END

FIG-22

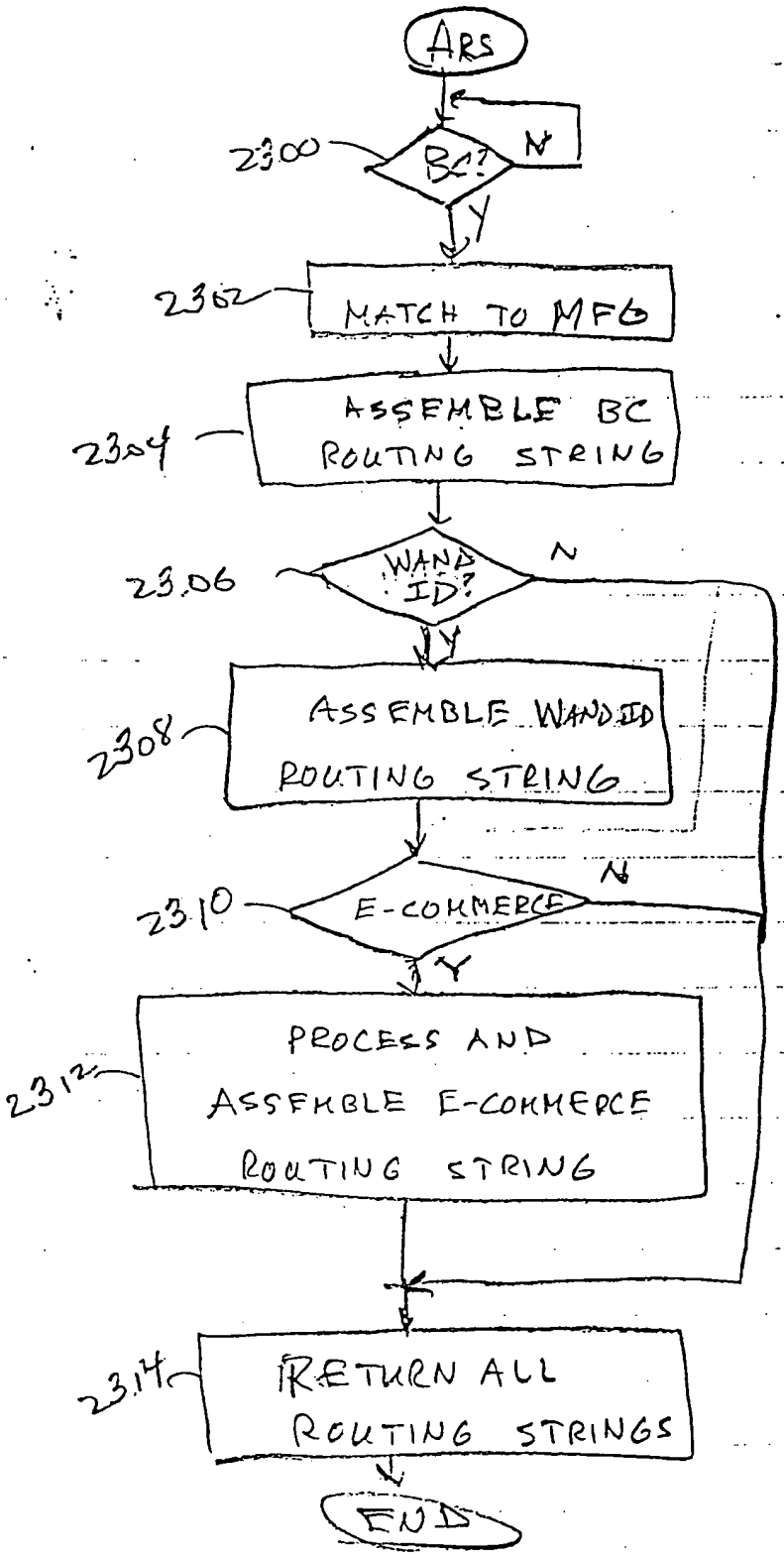

ARS
2300
BC?
N
Y
2302
MATCH TO MFG
2304
ASSEMBLE BC ROUTING STRING
2306
WAND ID?
N
Y
2308
ASSEMBLE WAND ID ROUTING STRING
2310
E-COMMERCE
N
Y
2312
PROCESS AND ASSEMBLE E-COMMERCE ROUTING STRING
2314
RETURN ALL ROUTING STRINGS
END

FIG. 23

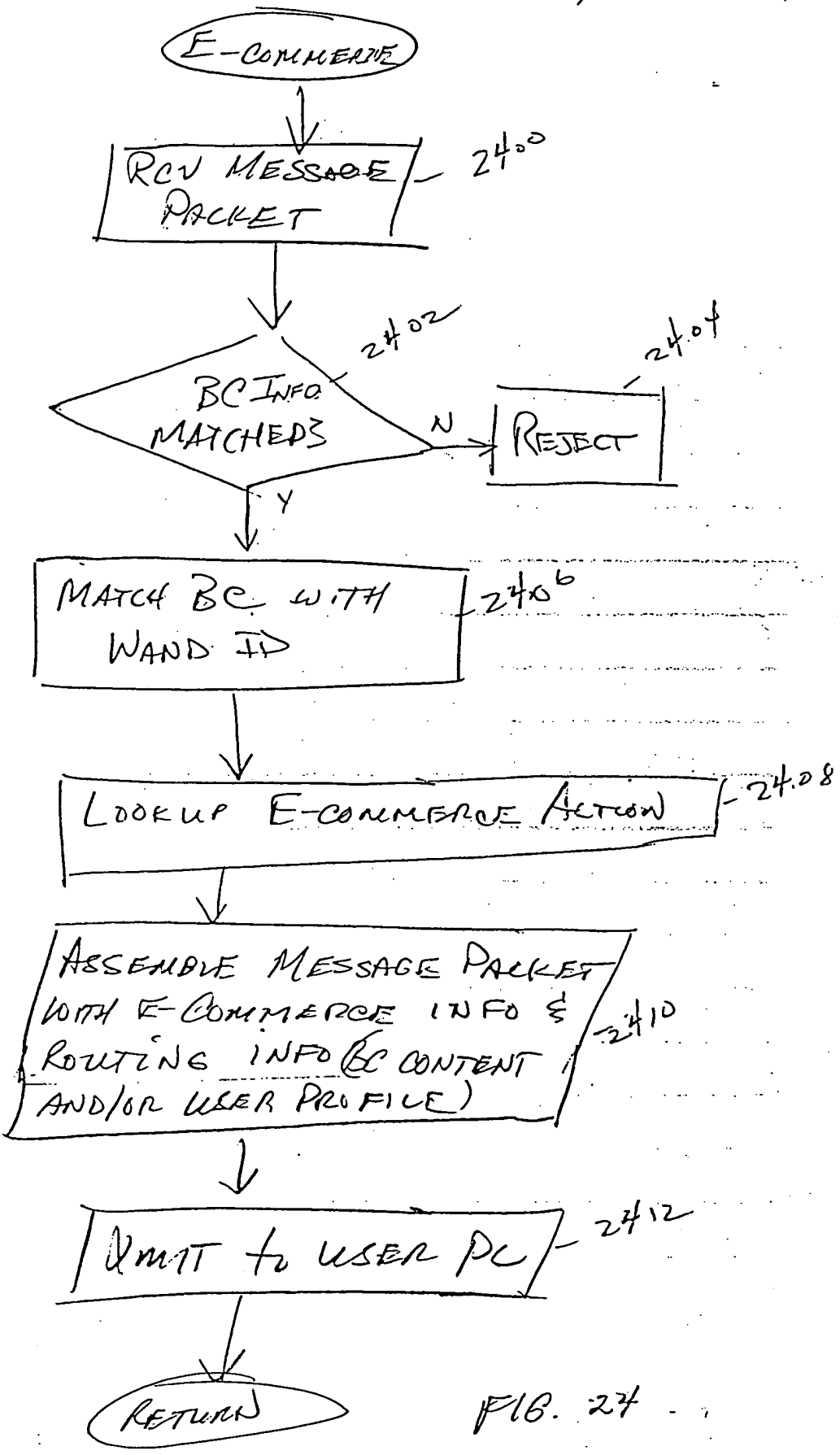

E-COMMERCE
RCV MESSAGE PACKET
2400
BC INFO MATCHED?
2402
N
REJECT
2404
Y
MATCH BC WITH WAND ID
2406
LOOKUP E-COMMERCE ACTION
2408
ASSEMBLE MESSAGE PACKET WITH E-COMMERCE INFO & ROUTING INFO (BC CONTENT AND/OR USER PROFILE)
2410
XMIT to USER PC
2412
RETURN

FIG. 24